

ABSTRACT

Title: Loyalty of Prague fitness centers members

Aim: Aim of my essay is to analyze loyalty of Balance Club Brumlovka customers.

Methods: In my essay I have used quantitative research method – electronic questioning through Net Promoter Score. Questionnaires were sent through email to current Balance Club Brumlovka members and the whole process of data collection took around 2 weeks. The results were evaluated in computer software and well-arranged into graphs and charts.

Results: As result I found out that most of Balance Club Brumlovka customers are very loyal. More than 25 % of respondents are members since establishment of this popular health club, which means for more than 7 years. My research was conducted among 492 respondents and most of them would recommend Balance Club Brumlovka further or they have already done so. The most important attributes in their decisions when choosing health club are atmosphere, professionalism of employees and quality of services. I have also attached recommendations and suggestions how to keep and exceed customers expectations and how to increase loyalty of balance Club Brumlovka members even more.

Key words:

Customer, customers loyalty, marketing research, fitness, Net Promoter Score, index of customers loyalty